Currently, frequent air travelers have to put-up with all the noise, conversation and annoyance among inconsiderate travelers with their cell-phones. Once the plane touched down and announcement is made that usage of cell-phones are permitted, almost everyone turn them on and start dialing. Imagine if cell-phone is permitted during airborne, conversations will take place thru out the whole flight. For some of us, the air time is downtime and meant to be peace and quiet.